REALTOR'S CHECKLIST TO STAYING IN FRONT OF CLIENTS

THE HOME INSPECTORS

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With the real estate market at a high, there's an abundance of opportunities for Home Sellers and Buyers alike and a growing need for effective Realtors. So how do you stay in front of clients in a diverse and fast-paced housing market? As a Realtor, there are many ways to stay actively on the mind of past clients without sacrificing your new and growing relationships.

Throughout this checklist are multiple tools and strategies for maintaining those valuable client relationships and nurturing them towards a future purchase / sale!

☐ Be The Expert

Position yourself as an expert in all things related to the home. Whether through knowledge you provide or the passing of valuable resources to clients, make yourself their go-to for all things home related. When a client views you as the expert they are more likely to go to you throughout the

year with questions regarding their home, knowing that if you don't have the answer you'll point them to someone who does. Many valuable resources for the home can be found here and forwarded onto past and current clients. This influence allows for continued communication after a sale, positioning you for a potential transaction in the future.

DO THE WORK FOR CLIENTS

CONNECT THEM WITH A TRUSTED HOME INSPECTOR TODAY!

SCHEDULE ONLINE

☐ Remain Consistant but Valuable

Establish a pattern of communication with clients that is consistent but, most importantly, valuable. Communication with no value often becomes more of a burden for busy homeowners rather than a benefit. This strategy, or lack thereof, can add more to distance the relationship rather than grow it. Make sure your interactions with the client are helpful and informative.

"36% of homeowners say they find it beneficial to receive communication from a real estate professional, even if they aren't in the market to buy or sell..."

("Follow-up Info Homeowners Want From You", RealtorMag, 2016)

Passing along valuable home maintenance tips and other resources, in person or via email, will ensure that clients are getting the most from your time together.

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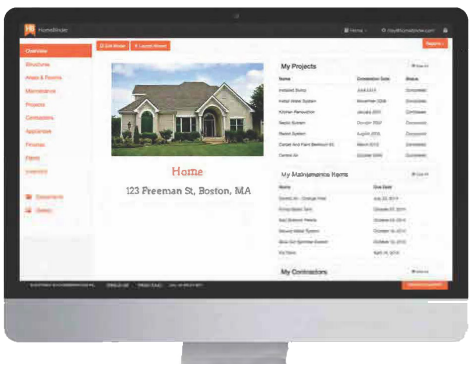
☐ Keep Important Dates

Although most clients don't have the same anniversary of when they've purchased their home, the majority are asking similar questions and needing many things on an annual basis. Keeping track of client's potential needs in a timely manner gives you an excuse to connect while continuing to position you as the expert. As all homeowners know, routine maintenance is essential to preserving a properly functioning home much like having annual medical and dental exams or regularly changing the oil in your car. Problems that go unchecked for too long can become costly to repair, and helping clients stay on top of their home's needs sets the foundation for future conversations. Connect with a trusted home maintenance inspector and provide the client easy access to booking their inspection annually.



Companies like The Home Inspectors offer each of their clients access to a Home Binder, a $120 value, that keeps homeowners up-to-date on maintenance, organizes contacts, and automatically schedules alerts. Point your clients to trusted partners that help keep their important dates in front of them!

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☐ Show Gratitude

With excellent customer service comes referrals. These new clients are coming to you on behalf of previous relationships you've established. Once you've discovered someone has referred you, make sure those individuals are recognized and encourage them to continue referring you to friends and family. Showing gratitude to past clients affirms them in their choice of referral and solidifies you as their trusted realtor. A personalized thank you, such as a handwritten note, goes a long way!

☐ Grow a Circle of Trusted Companies

Build a circle of trusted companies that serve as your go-to referrals for home maintenance, home inspections, movers and more. Do your research and establish relationships with other trusted local businesses. Trusted businesses, such as The Home Inspectors, have been in business for years serving Texas residence and partnering alongside local realtors. These mutually beneficial relationships lead to more contacts, greater exposure and increased trust with your clients.

We hope this checklist will serve as a solid foundation as you navigate ways to stay in front of your clients. If you have any questions about getting your home inspected, partnering with a trusted company, or if you'd like to talk to an expert feel free to contact The Home Inspectors today!

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24/7 ONLINE SCHEDULING!

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